

INTRODUCTION:

Nairne was founded in 1839 and is one of the oldest towns in the state. It has had a long history involving agriculture, manufacturing and the railway. Its early pioneers were innovative and industrious and established a township which retains a rural character and still has many heritage buildings and locations. Most of these are in very good repair.

Nairne's special character is under pressure from a range of initiatives such as rapid housing development, proposed industrial development and an infrastructure which is lagging behind its growth. Its Main St. precinct is the principal retail area and its commercial viability is severely affected by the proximity of Mt Barker and the fact that much of the housing development has been along Woodside Rd. This means that those residents often see no need to go into the town centre. As a result some Main St. businesses have a somewhat precarious hold on viability and will need to see an increase in visitors to ensure their economic futures. Many of the best heritage buildings and the town's history centre on the Main St area and there are efforts afoot to increase its attraction to visitors as well as residents.

New areas of development have generally included made roads and footpaths but some older areas still have gravel roads and there are almost no footpaths. Whilst this is sometimes seen as contributing to Nairne's rural character it does not help those having to traverse those areas, especially the elderly and parents pushing prams etc.

The NACC believes that the District would benefit from Nairne's development as a town which is rich in heritage, is barely 30 minutes from the city and has a relaxed atmosphere with good eating places and shops as well as recreation/picnic areas.

Mt Barker is the District's business centre and Hahndorf is the principal tourist town. Each of the other towns in the district has its own character and strengths which need to be developed. Nairne has enormous potential to become an attractive destination for day trippers who have an interest beyond gift shops and the like and who want to appreciate South Australia's early history. Nairne Founders Day is now established as an annual event which celebrates the town's founders and, in doing so, draws many people from outside of the town. We need to build on this.

Whilst an increase in visitors is essential for economic viability Nairne does not want to become another Hahndorf. Thus a theme is being developed which is uniquely heritage based and which does not rely on vast crowds of people which would spoil the relaxed and quiet character of the town. It involves visitors in the rich heritage assets, the early settlers and their activities as well as the Scottish origins and Australian colonial history.

In 2000 a plan was prepared by a consultant which was a Business and Marketing plan mainly for the Main St area. We feel that this plan is now somewhat dated and limited and thus we have prepared this Strategic Plan which is intended to cover all aspects of development. The plan sets out a number of principles of development as well as some specific objectives and actions which we believe are consistent with moving the town towards the longer term goals in a co-ordinated way.

A novel major project is currently under way which we believe will attract visitors and will complement other established activities. This is the Nairne Historical Mural Project. It is currently being funded mainly from grants from the District Council but it is hoped that, once under way, it will attract sponsorship from businesses and residents. It is the biggest project undertaken for a number of years.

DRAFT STRATEGIC PLAN FOR NAIRNE (IN DISTRICT PLAN CONTEXT)

Vision: Nairne will become a viable, progressive, very liveable and sustainable town whilst retaining its rural character and developing its heritage as a South Australian asset.

Mission: Nairne will demonstrate how it can become a desirable place to live and work concurrent with becoming a desirable destination for visitors by developing its heritage and other assets in conjunction with the District Council.

Goals:

1. Development: To ensure that residential and other development continues to provide the quality of lifestyle expected by those who choose to relocate to a rural township whilst responding positively to the high level of population growth.

Objectives:

1.1 To establish a working relationship with the District Council such that the Nairne community, through the NACC or similar group, can provide relevant input on development matters such as are contained in this Strategic Plan.

Specific activities:

- Set up meetings with North Ward Councillors 3 times a year to discuss any matters which impact on Nairne and general matters.
- Set up a process by which the Nairne representative group can be kept up to date by Council with development matters.
- Establish a methodology through which those with relevant skills in the community can contribute to these processes.

KPIs:

- Regular and effective meetings with the North ward Councillors which develop trust and effective communication.
- The Nairne community is not surprised by any developments which occur.
- Appropriately skilled community members are included and enhance the decision making processes.

1.2 To provide sufficient open space and tree plantings in the newly developing areas that will ensure that the semi rural style of living is preserved.

Specific activities:

- Monitor and influence the application of Open Space regulations to ensure that large tracts of housing cannot be allowed without adequate open space.
- Encourage the adoption of and support community managed, distributed/localised 'pocket parks'.
- Encourage and provide suitable trees for planting in gardens and park areas.

KPIs:

- Housing developments include self managed pocket parks.
- Programs for the distribution of suitable trees are in place and plantings are encouraged and assisted.

1.3 To ensure that no undesirable industrial, commercial or agricultural developments are allowed to degrade Nairne's air, water, audible or visual environment.

Specific activities:

- Council to work with and consult the Nairne community to ensure that all such development is in keeping with reasonable community expectations.
- Encourage and facilitate means by which the community can develop a sense of ownership in the development of Nairne.

KPIs:

- Council demonstrates its awareness of community expectations and recognises the importance of keeping them in mind when approving development directions.
- The Nairne community demonstrates its ownership through proactive participation.

1.4 To ensure that quality of life is not affected by excessive vehicular traffic.

Specific activities:

- Work with Council to develop a Master Traffic Plan which will ensure that large volume and size through-traffic does not need to use the Princes Highway through the town.
- Ensure that approved development and consequent traffic- in particular industrial, commercial and business-is not allowed to impact on residential areas and streets.
- Address the congestion around the Post Office.

KPIs:

- A Master plan is developed which recognises the limitations and undesirability of directing large vehicles and high volume traffic through the Main St. of Nairne.
- Commercial and business traffic is not permitted on residential streets unless for access.
- The traffic situation around the Post Office is resolved to ensure minimum risk for Post Office users and those accessing Post Office boxes.

2. Economic viability: To develop the economic viability in such a way as to enhance the character of the town.

Objectives:

2.1 To encourage business and commerce that does not negatively impact on heritage, environment, safety and lifestyle.

Specific activities:

- Establish appropriate and preferred locations for business development
- Establish and encourage types of business which fit best with the character of Nairne and which will provide sustainable economic viability.
- Encourage the development of a strong Traders Association which can participate in the coherent development of Nairne commercial activities.

KPIs:

- A list/plan of areas suitable for commercial/business development in and around Nairne is prepared and used in development decisions.
- A list of types of business which fit in with the ethos of Nairne is prepared and followed.
- A proactive Traders Association is formed which contributes positively to business and commercial development and supports new businesses.

2.2 To develop the Main St precinct businesses in a way that capitalises sensitively on its built and historical heritage whilst improving their economic viability.

Specific activities:

- Encourage proprietors to set up their displays and frontages so as to present a heritage style.
- Encourage proprietors to wear period costume in the conduct of their businesses where feasible.
- Promote a package which will attract out of town visitors who will then spend their money on crafts, food and other items including, ultimately, accommodation.

KPIs:

- The Main St develops a heritage appearance which fits in with the town's history.
- Proprietors enhance, where possible, this heritage appearance by wearing period costume and the town is recognised for this.
- Various visitor packages are developed and offered which capitalise on Nairne's rich heritage and facilities.
- A significant increase in out of town visitors spending money in the town.
- Viability achieved for Main St. Traders and others.

3. Heritage: To preserve, develop and display the rich historical and built heritage assets of the town.

Objectives:

3.1 To encourage development the Main St precinct as a visual heritage asset.

Specific activities:

- Work towards the undergrounding of the Main St powerlines within 2 years..
- Work with Main St building owners to ensure that premise facades are in keeping with the desired heritage appearance.
- Redevelop the Soldiers Memorial Hall frontage to its original form.
- Consider applying for Nairne Main St. to be heritage listed.

- KPIs;
Power line undergrounding is completed by the end of 2009.
- Those building facades which are inconsistent with heritage appearance are changed, where possible, to fit in with the concentration of heritage assets in the Main St.
- The frontage of Soldiers Memorial Hall is reconstructed to be in keeping with the general structure of the building.
- Nairne Main St. achieves heritage listing and thus appropriate protection.

3.2 To encourage and support the preservation and relevance of the many other heritage buildings in the town.

Specific activities:

- Encourage owners to retain the outside heritage appearance of buildings.
- Where appropriate assist owners with applications for grants for refurbishment and maintenance.
- Establish a local detailed register of such buildings to be available in the Town Museum.
- Establish a photographic record of all relevant buildings.

KPIs:

- Owners of significant heritage buildings take responsibility for ensuring that they are maintained in keeping with the applicable rules possibly by forming a Heritage Owners Group.

- A process for assisting owners with applications for relevant grants is established.
- A register of significant buildings and heritage assets is set up and displayed in the town museum.
- Similarly a photographic archive is established and available in the town museum.

3.3 To support projects which provide information on the town's history for residents and visitors.

Specific activities:

- Develop the Nairne Historic Walk to be both self guided and escorted.
- Continue to support the Nairne Historic Mural/Public Art project and develop it as at least a self guided experience.
- Redevelop the Nairne Institute or an appropriate alternative as a location for the Town's museum and eventually a Visitors Information Centre for Nairne Bremer Valley.
- Develop Nairne Founders Day as an opportunity for residents and visitors to learn about and experience the efforts of the town's founders.

KPIs:

- The Nairne Historic Walk offers both self guided and escorted options with packages including Devonshire Teas, lunches and/or accommodation.
- The Nairne Mural project completes 8 murals by Founders Day 2008 with 20 murals to be completed by the end of 2008.
- Explanatory notes for a self guided mural walk are available with options for Devonshire Teas or lunches.
- Nairne Institute is established and developed as the Town Museum and Visitor Information Centre.
- The Nairne Bremer Valley Tourist corridor concept is developed and implemented.
- Nairne Founders Day is seen as the premier District Heritage Event and appropriate materials are provided on the selected founders.

4. Infrastructure: To provide built infrastructure which will at least keep up with the needs of population and economic growth.

Objectives:

4.1 To provide footpaths as appropriate in the older areas of the town which have not had the benefit of modern legislative requirements.

Specific activities:

- Identify critical areas requiring footpaths

KPIs:

- Footpaths are provided initially in priority areas with a program established to ensure other areas are provided for within a reasonable time.
- Grants and other sources are tapped to fund these projects.

4.2 To ensure that educational facilities and associated infrastructure are able to cope with the rapid growth of population.

Specific activities:

- Monitor the growth of the school and, when considered appropriate, work with agencies towards expansion of the existing facility or its relocation.
- Working with appropriate agencies, resolve the dangerous traffic situation at the current school crossing in the short term whilst ensuring that any long term solution

fits with broader traffic plans and other town development.

KPIs:

- A relationship is established with the school authorities which determines a plan for the school's future expansion.
- A plan for urgently resolving the school crossing in the short term is developed and implemented.
- The NACC and the school community works with Council and any relevant developer to establish a long term solution.

4.3 To ensure that appropriate service infrastructure is available and located where it can be properly accessed and efficiently used.

Specific activities:

- Review and, if appropriate, relocate the CFS facility.
- Research the feasibility of access to town gas
- Ensure a postal service which provides access for all Nairne residents and adequate to their needs.
- Develop a bus service which is appropriate to residents' needs.
- Encourage the establishment of child care facilities.

KPIs:

- A decision is made to relocate or otherwise the CFS facility.
- A decision as to the feasibility of providing town gas to Nairne is researched and made.
- The needs of the community are assessed as to Postal Service requirements and a service provided which ensures all households have access to a service which is appropriate and cost effective.
- Whatever Postal Service is implemented, at least the current level of Post Office services is retained.
- A bus service is established which enables those without vehicles to access the central facilities in Mt. Barker at appropriate times and with acceptable frequency.
- Appropriate child care facilities are included in any significant future development.

5. Recreation: To develop recreational venues which support local sporting clubs and other activities.

Objectives:

5.1 To support the development of the Nairne Oval Recreation Centre as the principal venue for organised sporting activities.

Specific activities:

- Ensure the clubrooms and other facilities are adequate to the increased usage.
- Ensure safe access and egress to the Oval area. (e.g. consider speed limits-within the oval area and along Sydney Rd., state of entrance surface etc.)
- Develop spectator facilities appropriate to its rural nature and use.

KPIs:

- The Oval committee provides Club and visitor usage figures and is included in determining what facility development is required.
- The speed limit on Sydney Rd. between Chapmans and the Oval gates is reviewed and

- surface at the entrance to the Oval is sealed to ensure the safe egress of vehicles.
- Spectator facilities are developed which cater for the increasing use of the Oval and in keeping with its rural location and environment.

5.2 To develop other venues which will provide safe and easy access for informal recreational activities.

Specific activities:

- Complete the development of Byethorne Park, in particular the linear park connecting this with the Main St traders.
- Develop the Mick Murphy Park/Jeffrey St. area as a Town Centre Park which will provide central facilities adjacent to food resources and the town's principal heritage concentration, including the Historical Walk and Murals.
- Develop other parks e.g. Market St Reserve, Matthew Smillie Reserve.

KPIs:

- Byethorne Park becomes the town's 'large' recreation area and is developed to cater for a broad range of family and visitor activities especially those requiring greater space.
- Mick Murphy Park is developed to provide a small community park which will become the town centre focus for activities relating particularly to the town's heritage and supports the Main St traders.
- Other parks continue to be developed as appropriate for their local communities.

6. Lifestyle and Environment.

Objectives:

6.1 To establish a workable framework in which Nairne can develop economic viability, a sustainable environment and a community spirit which values the town's heritage and rural character.

Specific activities:

- Council to work with the Nairne community in the development of an identity for Nairne in keeping with its optimum place in the District.
- Develop minimum requirements for residential development which ensure that it is in keeping with the rural character of the town.
- Council to develop a balanced range of support infrastructure in consultation with the community.
- Monitor the built and natural assets to ensure that the environment is preserved for future generations.

KPIs:

- The Nairne community will have an identity for the town which it and Council owns.
- Nairne's place in the District will be clear in terms of tourism, economic activity and its lifestyle.
- The Nairne community will have a commitment from council in terms of the progress of infrastructure development.
- Community sensitivity will be developed such that a sense of pride in and ownership of the town's assets will be evident.